



THE EMERGING  
CONTENDER FOR  
THE CROWN  
IN THE BOOMING

**\$35B+ PLANT  
MILK MARKET**

**RESEARCH  
REPORT**  
2023

Produced on behalf of The Planting Hope Company Inc. by Market One Media Group



The Planting Hope Company's **Hope and Sesame® Sesamemilk** Has Reset the High Bar for Taste, Nutrition, Sustainability, and Performance in the Plant Milk Market, Gaining “Hockey Stick Traction” with Baristas and Leaving Other Alternative Milks in the Dust...

...and the Company's Financial Ascent is Just Beginning

“Every so often, there's an “It” alternative milk.”

— The Washington Post, referencing Hope and Sesame® Sesamemilk.

A few years ago, that “It” milk was oat milk, which went from ‘nowhere’ to ‘everywhere’ in under 7 years, growing from \$45M to a \$6B subcategory (a 101% CAGR).<sup>1</sup>

Today the “It” milk that is starting to set the plant milk market on fire is sesame milk — sesame milk is where oat milk was at the beginning of its trajectory and has laid a path to explode just as quickly!

The breakaway sesame milk brand leader and founder of sesame milk category is Hope and Sesame® Sesamemilk, flagship product of FoodTech innovator The Planting Hope Company (**TSXV: MYLK | OTCQB: MYLKF**). Clocking record year-over-year revenues, The Planting Hope Company is poised to become the next breakout stock in this booming sector.

Oatly kicked off the oat milk craze as a privately held Swedish company. By the time Oatly went public on the NASDAQ in 2021, the oat milk craze had peaked, and its stock was overpriced as a result.

However, The Planting Hope Company is publicly listed today on the TSXV (MYLK) and OTCQB (MYLKF), giving individual investors the opportunity to participate in the anticipated growth of sesame milk now — before the rest of the world catches on.

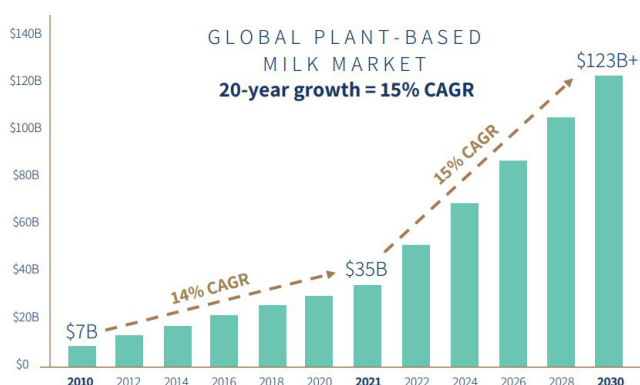
# HERE'S WHAT INVESTORS NEED TO KNOW NOW ABOUT THE PLANTING HOPE COMPANY OPPORTUNITY

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**The Plant Milk market is exploding, with a consistent 15% CAGR for the past 13 years.<sup>2</sup> That's tech-level growth.**

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Globally, the **Plant Milk market has shot from \$7B in 2010 to \$35B in 2022, and is expected to be north of \$120B worldwide by 2030.<sup>3</sup>**



The category is currently concentrated in almond, oat, and soy milk. These predecessors to sesame milk currently comprise more than 90% of the global plant milk market. But, as you will read below, this sector is evolving quickly due to important consumer concerns around health and wellness, sustainability, and nutrition, as well as coffee shop barista concerns about plant milk performance matching that of dairy milk in beverage applications. Yet the current alternative milk options are all lacking in one or more of these areas. As a result, these existing milks are ripe for disruption.

**Hope and Sesame® Sesamemilk was specifically designed to meet consumer and barista needs on every level, including unmatched sustainability, strong nutrition, great performance, and excellent taste.**

Cafés are starting to adopt sesame milk at a rapid pace — hundreds of cafés across the country have added Hope and Sesame® Sesamemilk to their menus already this year, and the pace is starting to pick up, with cafés reporting that sesame milk is now one of the top sellers on their menu!

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The public price of The Planting Hope Company is temporarily hyper-depressed because of the market's recent swing out of small cap stocks and into AI/"shiny tech" — but investors will return to delicious, nutritious, planet-friendly food brands. Everyone eats, and the face of food consumption is changing — as a result, food is never out of style for long, and food success stories are already popping in recent months, including CAVA Restaurant Group's hugely successful June 2023 NYSE IPO (NYSE: CAVA). And CAVA is a Planting Hope customer, featuring another of their hugely popular products, RightRice®, by name on the bowl menus at all CAVA restaurants.

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The Planting Hope Company has spent the last year laying the foundation for explosive growth for its 'killer app' products like Hope and Sesame® Sesamemilk and has milestones and achievements in its sights that it intends to meet and report to the Street. As seen with CAVA, enthusiasm is returning to the food space and will start to be reflected in the stock price as the capital markets adjust back to more normality and respond to news and achievements.

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**For all of these reasons and more, The Planting Hope Company is the up-and-coming FoodTech company to watch — and is likely to experience both short- and long-term value appreciation.**

# WHY ARE GEN Z AND SOCIAL INFLUENCERS EMBRACING SESAME MILK SO QUICKLY?

1. Sesame milk **tastes** better than other plant milks, with rich nutty flavor notes.
2. Sesame milk **trounces** its top rivals in **nutrition** with 8x as much protein as almond milk, and 2–3x as much as oat milk.<sup>4</sup>
3. Sesame milk's multi-tiered sustainability sets a **new gold standard** above its other plant milk rivals — some of which are **environmental** ravagers.
4. Sesame milk **froths and foams like dairy milk and performs exquisitely** in both hot and iced beverages — critically important to cafés and coffee shops, a huge and profitable addressable market that also drives trial and a key to penetrating the consumer market.

## **Sesame milk checks all of the boxes to become this generation's plant milk standard —**

Millennials, Gen Z, influencers and leading independent coffee shops **are already loving** it for all of the above reasons. Sesame milk sales are about to catch fire.

**Oat milk demonstrated the model of going from 'nowhere' to everywhere THROUGH CAFES — which introduced consumers to the product and created demand at retail. The same liftoff is happening RIGHT NOW for sesame milk!**

Shifts in consumer taste happen fast when a demonstrably and objectively better product shows up — especially when it meets current market needs better than existing offerings. For plant milk, the critical factors are performance in hot and iced coffee shop beverages, nutrition, sustainability, and always above all: taste. Notably, oat milk scaled by providing cafés with a better plant milk over almond and soy milk in terms performance — specifically frothing, foaming, steaming, and latte art.

For that reason, a core focus of the Hope and Sesame® growth strategy is through cafés: Hope and Sesame® Barista Blend Sesamemilk was crafted in partnership with master baristas and has won multiple awards and set a new high bar for performance!

The stage is set for the rapid expansion of Hope and Sesame® into cafés, with foodservice distribution in place both regionally and through major players like DOT Foods across the United States and Canada, and new cafés are adding sesame milk to their menus daily. And often, at the same time cafés are opting to get rid of lesser performing plant milks like almond milk that also have sustainability issues, in favor of sesame milk.

The more you dig in, the better this story gets...



# THE BIG STORY IN A FEW NUMBERS:

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## THE MACRO FACTS...

### THE STAGE IS SET FOR SESAME MILK

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**The plant milk market has had consistent double digit growth for over a decade, and shows no sign of slowing:** The global plant milk market has been growing at a 15% CAGR since 2010 (\$7B), reaching \$35 B in 2022, and is expected to continue at this rate, surpassing \$120B by 2030.<sup>3</sup>

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**Plant milk is by far the biggest, fastest growing segment of plant-based foods:** The plant milk and creamer categories represent 42% of all plant-based food sold at US Grocery stores (\$3.5B in 2022),<sup>5</sup> and this market size more than doubles with the addition of foodservice, including coffee shops — there are currently more than 72,000 Coffee + Snack Shops in just the US!<sup>6</sup> In fact, the almond milk subcategory alone is bigger than all of plant-based meat combined.<sup>7</sup>

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**Plant milk is a household staple: 43% of U.S. households now purchase plant-based milks,** with more than **75% of consumers repeating their purchases.**<sup>8</sup>

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**Plant milk is putting a growing dent in dairy:** Plant-based milk represents **15% of all milk sold in the US at grocery stores**<sup>9</sup> and is **estimated at upwards of 40% of all milk sold** in cafés and coffee shops.

**Millennials and Gen Z are driving plant milk's growth:** more than **40% of plant milk purchasers** are aged 35 or younger.<sup>10</sup>

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**Gen Z doesn't want dairy:** Pan-European dairy co-op Arla found that **49% of Gen Z felt ashamed** to order dairy products in public in front of their peers, and **57% plan** to give up dairy milk completely.<sup>11</sup>

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**Most of the planet NEEDS an alternative to dairy:** **75% of the global population** is intolerant of or **allergic to dairy milk.**<sup>12</sup>

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**Dairy milk isn't sustainable:** It takes an estimated 144 gallons of water to produce just 1 gallon of milk in the US.<sup>13</sup>

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**The drivers behind plant milk's success are growing in importance:** Plant milk's popularity is driven by growing consumer health and wellness, allergen, and sustainability concerns. People choose plant-based alternatives when they are the SAME or BETTER on taste, nutrition, cost, convenience, and are planet-friendly.

# THE NEW KID IN TOWN: THE PLANTING HOPE COMPANY BIG MISSION + BIGGER OPPORTUNITIES



TSXV: MYLK | OTCQB: MYLKF

The Planting Hope Company is behind the sesame milk revolution and is setting the stage to achieve a bold mission: to become the leading FoodTech-driven, sustainability-focused food & beverage solutions company in the world, and as a result to have a significant positive environmental impact on the planet.

The company is helmed by **veteran food and beverage industry entrepreneurs**, an A+ management team with proven experience in the sector who have built and exited multiple profitable companies in the field, and this is their most ambitious, furthest-reaching, and fastest-growing enterprise yet.

In short, **The Planting Hope Company has cracked the code on turning the world's most sustainable crops into the best-tasting, best-performing, most nutrient-dense products in the biggest global food and beverage categories.** A deep bench of world-class brands and products with strong IP moats (formulation, ingredients, processes) have been built out over more than 7 years and \$20M in investment. Distribution access and supply chain are in place and scalable. And their products are well positioned and starting to catch fire with their core consumers as well as retailers and foodservice operators, like their flagship sesame milk set to likely explode in public perception in the months and years to come.

The Planting Hope Company's portfolio of award-winning products is already available at 15,000+ retail locations and 70,000 distribution points across North America. In 2022, the company achieved record gross revenues of \$12.2M, 4.6X larger than 2021 revenues, and are on track to achieve EBITDA break-even by the end of 2024 while continuing to scale.<sup>14</sup>

## WHAT MAKES PLANTING HOPE DIFFERENT:

Planting Hope's management team has a proven track record in effectively designing products to fit open whitespace in large food category segments, creating products that exceed customer expectations, and setting up operational and distribution channels that scale effectively to meet demand and increase realized margins over time. A product can't just 'taste good' to succeed – the full strategic and tactical market approach is critical to short and long-term success.

The Planting Hope Company knows how to win the market: by creating the most nutritious and planet-friendly plant-based food and beverages in the largest categories of food and beverage with breakthrough formulations that nail the market need and positioning, perform well across channels (including foodservice) — AND taste delicious.

Planting Hope has intentionally taken a multi-brand portfolio approach to building a powerhouse company; as operators, its management team knows the value of this approach to effective scaling, as a correctly built portfolio has multiple leverageable synergies, efficiencies, and cost savings that can effectively accelerate traction across the full product suite. In Planting Hope's case, those synergies include supply chain, management, overhead, and marketing efficiency and scale.

Its three other innovative brands also fit the core criteria: sustainable, plant-based, ambient supply chain/no refrigeration required, nutrition-forward, category innovation breakthroughs, protectable IP, operationally successful for foodservice, common (Gen Z) core consumer.

These rapidly-growing, award-winning food brands are:

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**RightRice®**

High-Protein Veggie Rice

**MOZAICS™**

Real Veggie Chips

**veggicopia®**

Real Veggie Snacks

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Each of these breakthrough brands already has significant traction and growth underway; for example, RightRice® is not only on grocery store shelves nationwide at Whole Foods Markets and Publix stores, but is featured by name on the menus of hundreds of restaurants, including the successful CAVA chain (NYSE: CAVA). The potential scaling ahead for each of these brands is massive — and in Planting Hope investors can access all the opportunity from all of these brands concurrently while simultaneously hedging product risk, with one investment.

More on these additional nutritious, food-tech driven, sustainable brands later in this report.

# THE WINNING FORMULA

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## THE GAME-CHANGING RISE OF HOPE AND SESAME®: THE 'NEXT BIG THING' TO DISRUPT PLANT-BASED MILKS

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While all four brands are scaling and increasing revenue, Hope and Sesame® Sesamemilk exemplifies Planting Hope's opportunity to drive growth and scale in the US and globally.

Sesamemilk was not an easy or simple product to perfect and required an investment of more than five years and \$20M in research, formulation, development, and testing to achieve the final products. Hope and Sesame® Sesamemilk is the first major disruptor in the plant milk space since oat milk — which grew swiftly from \$45M to a \$6B global subcategory in just 7 years<sup>1</sup> — this is what's possible in plant milk.

Less than 18 months after launch, Hope and Sesame® Sesamemilk has won or been recognized as a finalist with more than a dozen industry and consumer awards for taste, sustainability, nutrition, and performance in hot and cold beverages. Adoption by both consumers and cafés is growing quickly and sales are just at the beginning of the upward curve.

Consumer Reports, the leading independent publication for consumer product information, featured sesame milk in the article 'Is Milk Good For You?', part of their September 2023 'Live Healthier Longer' issue. Sesame milk, described as having a 'toasty flavor', is called out as a core subcategory in plant milk next to almond, oat, soy, cashew, and coconut, and Hope and Sesame® is featured as the category leader in sesame milk.

For these reasons and more, The Planting Company has made a bold pronouncement:

***"Within five years, we predict that you will be able to find sesame milk at cafés across the world just as easily as you can find oat milk today, and Hope and Sesame® will be the sesame milk category leader."***

***"Additionally, sesame milk will gain its position through displacing other plant milks like almond milk that don't meet the high bars we set for sustainability and performance, two critical keys to coffee shop success."***

Simply put, the more the market learns about the significant downsides of other plant milks like almond milk and comes to experience the superior taste, nutrition, performance and environmental footprint of Hope and Sesame®, those other products will be seen as having merely prepared the ground for the new crown jewel of plant milks.





Here's what customers and media outlets are already saying about sesame milk:

*"Move over oat milk, there's a new non-dairy in town...we decided to stop carrying almond milk at our shop."*

— **Storied Coffee**, Scotia, NY

*"Hope and Sesame lured me in with the pun, but I stayed for the nutrition, taste, and versatility of their sesame seed milk."*

— **Hannah Kowalczyk**-Harper for SFGate

*"...we tried it for the sesame latte and we made the decision right away! It's the purest sesame latte I ever had and the customers love it."*

— **The Lost Draft**, New York, NY

*"...it foams like milk, making it a favorite of baristas."*

— **Forbes**

# THE STAGE IS SET FOR SESAME MILK'S BETTER QUALITIES **TO SHINE THROUGH** AND **DISPLACE THESE PREDECESSORS.**

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While plant-based milks in general are perceived as healthier and environmentally friendlier alternatives to cow's milk, most of sesame milk's plant milk predecessors are actually not very nutritious or planet-friendly.

Consumers are starting to catch up to the truth that most current plant milks may not be better for them or the planet, and are opening their eyes to the fact that most commercial almond milks are effectively flavored 'vitamin water', with 1g or less of protein per serving (as compared to 8g of complete protein from dairy or sesame milk).

Oat milk, although creamier than almond milk with better performance in coffee, is enzymatically processed. Most enzymatically processed-oat milks, like Oatly, convert the natural sugars in oats to maltose during processing (similar to the conversion of corn sugars in corn to high fructose corn syrup). The resultant maltose has a glycemic index of over 100 (versus around 75 for a donut!) and is challenging for the body to process.<sup>15</sup>

## **Soy Milk Started the Trend, Dominating Until Better Tasting Options Came Along...**

The demand for plant-based milk alternatives started to emerge in the late 1970's, with soy milk and rice milk being the first strong commercialized plant milks to emerge. Rice milk, which is basically rice-water, with very little nutrition, never grew very far, and was most popular with people with severe allergies. Soy really hit its stride in the United States with the Silk brand (now owned by Danone) started to scale with consumers in the 1990's. Extremely popular across Asia, soybean-based milk a nutrient-rich plant milk that was a good source of protein, vitamins, and minerals.

But severe problems hurt soy's popularity. Most importantly, people didn't like the taste! Soy milk has a strong 'beany' flavor that is often overpowering in the most common uses for milk, including coffee, tea, smoothies, and cooking. Soy milk also came with environmental concerns, as soybean production was revealed to be a significant contributor to deforestation and monocropping.

Over time, soy has become one of the most GMO-dense crops on the planet, sparking consumer concerns. Although soy is naturally nutrient-dense, the high levels of processing involved in soy milk production eliminate some of those natural nutrients like isoflavones from the final product. Finally, like dairy, soy is one of the top allergens on the planet, and many people with dairy intolerances also cannot handle soy.

Despite soy milk's initial popularity, once better-tasting alternatives appeared, it faced a drastic decline in sales, experiencing a nearly 60% drop in sales since its heyday in 2008.<sup>16</sup>

## **The Fragile Rise of Almond Milk...**

As soy milk's star waned, almond milk took center stage. The reputation of almonds, known for their nutrition and health benefits, caused this product to quickly grab huge market share.

However...



The meteoric rise of almond milk came with its own set of problems, particularly related to sustainability. Almond cultivation requires vast amounts of water, contributing to water scarcity in drought-plagued regions like California, which supplies 80% of the world's almonds. Producing a single glass of almond milk requires around 74 liters of water.<sup>17</sup>

Almond milk's sustainability concerns extend to the declining bee population. California's almond farmers rely on commercial beekeepers to pollinate this valuable crop during the narrow pollination window, requiring billions of bees to be shipped to the groves and resulting in the death of more than 30% of these bees annually, due to stress and exposure to pesticides.<sup>18</sup> For conscientious consumers seeking a truly eco-friendly alternative, almond milk is not a good option.

Despite the reputation of almonds as a healthy food source, commercial almond milk contains very little almond content — in fact most almond milk has the equivalent of only a few almonds per glass, which is why the nutrition of almond milk is so shockingly low, with less than 1g of protein per 8 oz serving. In short, almond milk is essentially “vitamin water” with negligible nutritional value.<sup>19</sup>

Since it is indeed effectively ‘flavored water,’ almond milk performs like water in coffee settings, not like dairy milk, and does not froth, foam, or steam well. For most baristas, almond is their least favorite plant milk to work for both taste and performance, and the environmental cost of almond milk is the final straw. Most cafés are actively interested in replacing almond milk on their menus with a better tasting, better performing product that still delivers ‘nutty’ notes.

The result: while almond milk still represents around 58% of the plant milk market, consumers are increasingly dissatisfied at the product's authenticity, environmental footprint, and relative nutritional emptiness, and almond milk is declining in market share<sup>20</sup> even as the plant milk category scales.

### **The Lessons of the Oat Milk Craze...**

Few saw the meteoric rise of oat milk coming, shooting from \$45M to a \$6B juggernaut in just a few years.<sup>1</sup> This ascent confirms the market's hunger for a better plant milk alternative (which bodes well for sesame). However, oat milk growth is slowing, with myriad competitors in the market and widely available private label supermarket brands competing for share. With oat milk (which was basically nonexistent in the US market prior to 2016) now widely available and established around the world as a plant milk subcategory, customers, retailers, and baristas are asking ‘what's next’ — it's time for the next innovation that improves on oat milk just as oat milk improved on almond and soy.

Oat milk gained popularity with a strategic push into coffee shops and cafés, which rapidly adopted oat milk due to its similar performance to dairy milk on frothing, foaming, steaming, and latte art, far superior to what they could achieve with almond or soy. Sesame milk not only matches but surpasses oat milk on performance, with richer taste and stronger nutritional value. And, as discussed below, The Planting Hope Company has been busy forging the exact kinds of relationships and laying the groundwork for a similar breakout strategy for Hope and Sesame® Sesamemilk in cafés nationwide.

It took several years for competitors to figure out how to make a good enzymatically processed oat milk and jump into the market after Oatly. However, sesame milk is a much more complex beverage to produce than oat milk, one of the reasons that Hope and Sesame® Sesamemilk is the only successfully commercialized sesame milk to date, and there is a much larger ‘moat’ around the formulation of Hope and Sesame® on multiple levels to protect it from fast-follower competitors.

Furthermore, oat milk does not deliver the natural fiber that oats are known for — lessening the “health halo” of oats as it relates to their delivery in oat milk. The high carbohydrate and sugar content of oat milk makes it less appealing to consumers seeking better-for-you alternatives.

# ENTER SESAME MILK:

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**Enter sesame milk, the clear winner and culmination of the journey towards the ultimate plant-based milk. Sesame milk stands above the alternatives:**

1. for its **exceptional nutritional profile**, better than the top plant milks and comparable to dairy milk.
2. **remarkable environmental sustainability** from cultivation of the sesame crop with the use of nutrition-dense 'upcycled' ingredients through delivery in a long-shelf life, shelf-stable format.
3. amazing **performance in hot and iced beverages**.

## **Sesame milk is nutrient-rich:**

Sesame milk offers an unprecedented nutritional profile, boasting an impressive eight grams of complete protein per cup that meets the nutrition standard for dairy milk, vastly outstripping almond milk's meager one gram of incomplete protein. Complete proteins supply all 9 essential amino acids that the body needs and must obtain from food; all animal proteins supply these 9 amino acids, but most vegetarian proteins are incomplete, providing only part of this essential amino acid chain.<sup>21</sup>

In addition, sesame milk possesses all nine essential amino acids, calcium, and vitamin D, making it a far more complete and wholesome source of plant-based nutrition. Hope and Sesame® Sesamemilk has eight times the protein of almond milk and two to three times the protein in oat milk.<sup>4</sup>

## **Sesame milk is extremely sustainable:**

And unlike other plant-based milk sources, **sesame thrives in hot, dry climates**, requiring minimal water for cultivation and rendering it a resilient and eco-friendly option amidst the challenges of climate change.<sup>22</sup>

Additionally, **sesame is naturally pest-resistant**, eliminating the need for harmful pesticides that damage the environment, pollute waterways, kill off bee populations and find their way into the human bloodstream. Sesame's ability to self-pollinate means that commercial bees are not required to produce a healthy yield, unlike the farming of almonds which kills off millions of bees every year when bees are shipped into the groves for pollination and more than 30% of the commercial bee population dies because of stress and pesticide poisoning.<sup>23</sup>

Adding to the sustainability story, Hope and Sesame® Sesamemilk is packaged in extended shelf-life Tetra Pak aseptic cartons, which preserve quality for more than 14 months from production without refrigeration, reducing potential food waste and eliminating the need for refrigerated production, warehousing, distribution, and freight. Tetra Pak cartons are also broadly recyclable.

**As a crop, sesame's regenerative nature can play an important role in sustainable agriculture.**

Sesame is a highly effective cover crop, requiring few inputs to cultivate successfully. When farmers rotate sesame crops in with heavy feeders like cotton, sesame revitalizes the soil by replenishing nutrients and fixing nitrogen in the soil, fostering a more productive agricultural system. Sesame can be effectively and profitably farmed in otherwise challenging land areas, avoiding agriculture-driven deforestation, and promoting sustainable — even regenerative — land use.

Sesame is a rich oilseed, and often the sesame farmed for functional agricultural purposes as a cover crop is pressed to extract the oil, which is sold as a commodity. The remaining sesame pulp is amazingly nutrient-dense, rich in protein, calcium, and other minerals, but traditionally it has been discarded or used for animal feed.

However, after years of research, Planting Hope figured out how to UPCYCLE leftover sesame pulp into the nutrient-dense base for Hope and Sesame® Sesamemilk, cracking the code on leveraging the dense nutrition in sesame into an easily consumable food source! As a result, Hope and Sesame® Sesamemilk is also the first and only plant milk to Upcycled™ certified by the Upcycled Food Association. Upcycling is a top emerging trend in food, directly aligned with goals and sustainability values of Gen Z.

**Sesame milk performs in café applications:**

Most plant milks do not perform comparably to dairy milk in café settings when frothed, foamed, steamed, or used to create latte art. Formulated in partnership with master baristas, Hope and Sesame®'s 'Barista Blend' sesame milk works as well as dairy and better than oat milk in café applications.

"Sesame milk is a game-changer for baristas," said Michelin Star Chef Henry Hill. In his words,

***"Hope and Sesame® Barista Blend Sesamemilk froths,  
steams, and foams like a dream."***

— Michelin Star Chef **Henry Hill**

With exceptional nutrition and sustainability combined with a delightful nutty taste, plus its ability to froth, foam, and steam like a dream, Hope and Sesame® Sesamemilk is poised to become the favorite plant milk among baristas and consumers alike, and a landmark game-changer in the world of dairy alternatives.

***"This milk has a toasty flavor and a nutrition profile similar to that of other milks. Some options contain up to 8 grams of protein...The sesame plant doesn't require a lot of water to grow and is naturally heat-resistant — so it's a good bet for sustainability."***

— **Rachel Meltzer-Warren**, Consumer Reports

And industry recognition is only growing...

# HOPE AND SESAME® CONTINUES TO WIN KEY INDUSTRY AWARDS AND ACCOLADES



Hope and Sesame® continues to win awards from top industry and consumer groups. To date, Hope and Sesame® Sesamemilk has won or been a finalist for more than a dozen major national and international industry awards covering performance, taste, and breakthrough product innovation, including these seven below:

- **Best Plant-Based Beverage in the 2022 World Plant Based Awards**
- **Good Housekeeping 2022 Best Coffee Awards — Best Novel Creamer**
- **Best Product at Coffee Fest Chicago 2022**
- **International GAMA 2022 Innovation Award — Best Hospitality Product**
- **2022 Specialty Coffee Awards — Finalist for Best Product of the Year**
- **Hong Kong LOHAS Award 2023 — Best Plant-Based Milk**
- **KeHE On Trend Award 2023 — Dairy and Refrigerated Category**

And the recognition of Planting Hope's accomplishments continues:

- **August 2023:** The Planting Hope Company Inc. (**TSXV: MYLK | OTCQB: MYLKF**) has been selected as a Late Stage Partner by 1871 for its Foodtech Innovation Lab. Based in Chicago, IL, 1871 is the #1 ranked private business incubator in the world and an internationally recognized technology hub
- **August 2023:** Crain's Chicago Business Names Planting Hope Co-Founder and CEO Julia Stamberger as a 2023 Notable Leader in Sustainability





## THE FIRST STRATEGIC TARGET: **ALMOND MILK**

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Almond milk currently holds around 58% of the US plant milk market, a massive percentage — in fact just at US Grocery stores, almond milk as a subcategory (\$1.8B) is larger than the ENTIRE plant-based meat category combined (\$1.4B)!<sup>17</sup> Foodservice volume doubles the plant milk market size, given extensive usage of plant milk in cafés.

But almond milk is starting to decline in share even as the plant milk category continues to scale, dropping 2% year over year from 2021 to 2022.<sup>20</sup> Why the falloff? Consumers are starting to wake up to the reality of almond milk: low in nutrition (1g or less of protein per serving), negative environmental impact (given the huge amount of water required to cultivate almonds, the extensive use of pesticides, and the negative impact on the commercial bee population), and almond milk's weak performance in hot and iced beverages.

Consumers and coffee shops are primed and ready for a better alternative. The Planting Hope Company has identified almond milk as the easiest “low-hanging fruit” to disrupt. And sesame milk, with its ‘nutty’ flavor, great performance in hot and iced beverages, dense nutrition, and fantastic sustainability, is the right product to disrupt that market.

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**If Hope and Sesame® Sesamemilk were to take just 10% of the current US grocery market for almond milk, that would add \$180M+ to the Company's annual revenue.**

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## SESAMEMILK IS EXCITING, BUT THAT'S ONLY PART OF THE STORY...

Hope and Sesame® Sesamemilk is one example of the multiple strong brands and sustainable, innovative food and beverage products under The Planting Hope Company umbrella. There are tremendous go-to-market and customer synergies under the Planting Hope brands that accelerate their mutual adoption and path with retailers, distributors, and customers, and position the company positioned to scale revenue, market share, profitability, and ultimately stock price.



### RightRice® High-Protein Veggie Rice:

RightRice® High-Protein Veggie Rice is revolutionizing the rice category with 11g of complete protein per serving plus 6g of dietary fiber — that's around 4 times the protein in white rice, and 40% fewer net carbs! RightRice® swaps one-for-one with rice, but is made from 90% veggies, including lentils, peas, and chickpeas. It's incredibly simple to prepare — just add boiling water, wait 10 minutes, and it's ready to eat!

This simplicity of preparation and strong nutrient panel make RightRice® a great product for foodservice as well as grocery retail. In fact, RightRice® is the only branded ingredient on the bowl menu at CAVA Restaurants! CAVA (NYSE: CAVA) is this summer's breakout IPO story — the stock more than doubled in price on the day of its IPO, driving a valuation north of \$5B; the proceeds used in the IPO financing are being deployed to expand CAVA's restaurant footprint (and by virtue, RightRice® sales to CAVA) from around 300 restaurants today to more than 1,000 by 2030. CAVA's IPO was an early indicator of a rebirth in demand for stocks in the food space, including opportunities with fast casual restaurant chains.

'Bowls' are a top trend on foodservice menus, from restaurants to corporate and college campuses. More durable and nutritious than cauliflower rice, with a stronger supply chain and nutrition than quinoa, RightRice® is ALSO a **complete protein**: now operators can garnish and build up the bowl without having to add additional protein on top. With 11g of complete protein per serving, ounce-for-ounce RightRice® has comparable complete protein to salmon, 3x the protein in tofu, and 25% more protein than most alternative meats, like Beyond Meat or Impossible Burger.





## MOZAICS™ Real Veggie Chips:

Snacking is an enormous and scaling category and Gen Z is snacking more and asking for more from their snacking than empty calories from fried corn and potato flour. Products like 'Veggie Straws' are misleadingly named, as the only 'veggies' involved are vegetable powders and pastes. This is where Mozaics™ come in — real veggies, real simple ingredients, really delicious, and guilt-free.

Planting Hope's Mozaics™ Real Veggie Chips taste like delicious potato chips, but the #1 ingredient in Mozaics™ are real veggies you can SEE in each chip, including green peas, yellow peas, and black beans! Mozaics™ use an innovative hot air popping process that includes dried veggies that are surrounded by and included in each chip when it 'pops!' Real veggies mean real nutrition, and Mozaics™ are packed with 3–4g of plant protein and dietary fiber in every serving. Since Mozaics™ are air popped, not oil-fried, they're 'guilt-free,' seasoned with a light touch of extra virgin olive oil. Not only are Mozaics™ chips delicious but they are packaged in NEO Plastics film, a new sustainable clean energy packaging solution designed to convert into energy within a landfill with no special processing required.

Mozaics™ Real Veggie Chips are growing quickly in distribution and are now available at retailers like Sprouts and Amazon, across foodservice channels including college and corporate campuses, and Mozaics™ are a top seller on QVC.



## **veggicopia** Veggie Snacks:

Adding to Planting Hope's snacking presence are Veggicopia® Veggie Snacks, including its **Veggicopia® Greek Snacking Olives**, brine-free single servings of pitted olives, offering a healthy snack that's super-portable and long shelf life, minimizing food waste. Since Greek olives have a carefully controlled standard of identity and processing, Greek olives are required to be cured in only salt or wine vinegar, ensuring that they're paleo-friendly as well as keto-compliant. Veggicopia® olives frequently sell out on QVC airings, and are a top QVC Customer Favorite.

Additionally, Veggicopia® has cracked the code on the proprietary technology to make portions of nutritious bean-based dips like hummus and black bean dip shelf-stable for 24 months, no refrigeration required. With recipes developed in partnership with a Michelin star chef, **Veggicopia® Veggie Dip Cups** deliver 'fresh' taste in a non-refrigerated format.

For The Planting Hope Company, distribution of its quality brands is just as important as its production and processing. Its products are currently found in more than 15,000 retail doors and 70,000 total distribution points across North America.

All Planting Hope Brand products — still only at the beginning of their distribution cycle — are already found in the U.S. at major retailers including Kroger, Sprouts, Publix, Whole Foods, H-E-B, Meijer, Wegman's, and CVS Pharmacy. In addition, The Planting Hope Company's wholesale and bulk RightRice®, Hope and Sesame®, and Mozaics™ foodservice items are now available through DOT Foods, the largest foodservice redistributor in the United States, serving 4,500 wholesale and 200,000 end-user locations, as well on leading wholesale ecommerce channels, including Faire.com and BaristaUnderground.com. Planting Hope is quickly opening and scaling with new distributors and distribution partners, setting the stage for monster growth ahead.



# AN EXPERT TEAM & A POTENT STRATEGY

**‘Planting Hope is a powerhouse leadership team working to disrupt the plant-based category as we know it’**

— **Vegconomist**, the vegan business magazine

Started by a team of four cofounders, including CEO Julia Stamberger, the mastermind behind the airline snack box concept, The Planting Hope Company is run by a deeply experienced and strategic management team with decades of experience pioneering and building consumer food and beverage brands. They are driven by a twin focus on short- and long-term growth and scaling objectives, including both immediate quarter-over-quarter scaling and a multi-year plan and vision that extends 10+ years into the future.

Between 2021 and 2022 the team quadrupled year-over-year gross revenue from \$2.6M to \$12.2M. Over the next 18 months, while the company continues its growth, the management team plans to turn the quarter on profitability as it stabilizes retail grocery velocities and expands in foodservice channels, which both scale and return profitability faster than adding new retail grocery stores.

Planting Hope’s entire team are seasoned food industry veterans with experience pioneering and scaling significant food and beverage brands across multiple channels. Unlike many other FoodTech innovation companies, The Planting Hope Company’s roots are deep in all aspects of food and beverage, from formulation to supply chain to production to distribution. That is why:

- **Planting Hope’s product formulas and processes are unique and protected; they cannot be easily copied.**
- **Planting Hope defines categories as both the first mover and the gold standard, just as it’s doing with sesame milk and Hope and Sesame® Sesamemilk.**
- **There are more cafés (72,000) than grocery stores (64,000) in the United States,<sup>24</sup> and Planting Hope is focused on bringing sesame milk to all of them, meeting product fit on every level: better performance, better taste, better nutrition, and better sustainability.**

As an additional part of its execution strategy, Planting Hope has incorporated its own ‘test markets’ through the acquisition of a café licensing program and eight active café licenses at major colleges and universities. These licenses are under the Argo Tea brand, now wholly owned by Planting Hope, and through the licenses, the company is able to dictate the menu for the cafés to the operators. The cafés are all operated by major managed foodservice operators (Sodexo, Aramark); Planting Hope does not invest in any leases or labor. Planting Hope earns a royalty from these operating licenses while also being able to test its products and ‘Limited Time Offer’ (LTO) beverage concepts with a key audience of more than 170,000 college and university students in the core Gen Z demographic. Planting Hope acquired the current license and operating program in 2023 and will expand the footprint of licensed operations in 2024 and beyond.

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*“Unlike most emerging food companies, our value creation isn’t based merely on brandbuilding, but levers a full FoodTech-driven IP strategy, encompassing specially-crafted ingredients, unique processes + formulations, and breakthrough sustainable packaging, that enables our products to deliver on consumer and channel needs (deliciously!) while crafting a substantial competitor moat,”*

says CEO **Julia Stamberger**.

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Stamberger, mother of four, is a serial entrepreneur and perpetual innovator, widely recognized as an expert in building breakthrough food brands and transformative operational solutions in foodservice. In 2003, Stamberger was brought into United Airlines as an entrepreneur-in-residence to create innovative revenue-driving solutions, and while there she created and launched the snackbox concept for the airline industry. Stamberger ultimately took this solution to other North American carriers, successfully addressing significant and costly operations and customer service issues that were leading to dissatisfaction and waste. Stamberger has been driving healthy food innovation across foodservice and retail channels ever since.

With a 20-year career developing new products, business models, and strategies, Stamberger has cultivated and leads one of the most established and experienced teams in the emerging food and beverage sector ; The Planting Hope Company 's FoodTech leadership was recognized when it was selected as a 2023 partner to the nationally prominent 1871 FoodTech Innovation Lab.

A frequent panelist and guest speaker at industry events, 19 Stamberger was recently elected as a director of the Plant-Based Foods Association (PBFA), which represents over 300 of the leading plant-based food companies in the United States , and she also co -chairs the PBFA Sustainability Committee. Stamberger was named a Notable Sustainability Leader (2023) and Notable Entrepreneur (2022) by Crain's Chicago Business, and was elected to the Exceptional Women Alliance in 2021.

# THE PLANTING HOPE **MANAGEMENT TEAM** (VP LEVEL + ABOVE) INCLUDES MORE THAN **150 YEARS** **EXPERIENCE BUILDING AND SCALING FOOD** **AND BEVERAGE BRANDS:**

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**SUSAN WALTERS-FLOOD**  
**Chief Operating Officer**

Prior to joining The Planting Hope Company, Walters-Flood was the President of Nu-World Foods, a strategic leader in specialty food ingredients and contract manufacturing.



**KOHMELA GRIER**  
**Chief Financial Officer**

Grier brings more than 20 years of finance and accounting experience and a proven record of change management and business-building, across industries from consumer products to healthcare to laboratory equipment and more.



**JAMES CURLEY**  
**Executive Vice President  
of Sales & Co-Founder**

James is a Co-Founder with 40 years of experience in the natural products industry. His expertise lies in developing brands with brick-and-mortar retail partners. His past firms specialized in early-stage development of dozens of small- and mid-size brands, such as Nancy's Yogurt and Tofurky.



**JEANNIE ANDOLENA**  
**SVP Ecommerce & Marketing**

Jeannie brings over a dozen years experience in CPG & e-commerce development across digital platforms. Previously Chief Operating Officer of online start-up VEDGEco, Jeannie was also part of the Jet.com acquisition by Walmart, where she held senior marketing manager positions.



**BECKY HARRISON**  
**Vice President of Foodservice**

Becky is an accomplished brand-builder skilled at pioneering innovative natural, plant-based, and better-for-you food and beverage products into foodservice and alternate channels. Becky is skilled at crafting and executing go-to-market strategies, with past successes at Wicked Kitchen, Good Catch, HumanCo, and Coconut Bliss.



**CANDACE PAPPAS**  
**Vice President of Foodservice  
Business Development**

Candace is the former President and COO of Argo Tea. She brings 16+ years of experience at Argo in foodservice and consumer packaged goods. Throughout her time at Argo, she worked to develop and lead the company-operated and licensed-café businesses throughout the United States, Canada, and South Korea.

## PLANTING HOPE BOASTS A POWERHOUSE **BOARD OF DIRECTORS** WITH DEEP **GOVERNANCE EXPERIENCE** AS WELL AS **INDUSTRY EXPERIENCE** ACROSS **GROCERY RETAIL, FOODSERVICE, AND MARKETING:**

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**SAUNDRA LINN**

**Lead Director,  
Chair of Governance,  
Nomination, Compensation Committee**

Linn is a managing partner of GEM Insight Consulting, which has decades of experience helping retailers like Metro, Whole Foods, Tesco and Unilever use data and insight to deliver better pricing and promotions. Linn is a recognized global grocery retail data expert, with experience leading divisions of SPINS, Dunn Humby, and Kroger.



**KAY WONG-ALAFRIZ**

**Director, Chair of Audit Committee**

Wong-Alafriz is an experienced, high integrity strategic board director with domestic and international experiences in commerce & trade, technology / fintech and anti-money laundering & regulations. Wong-Alafriz is currently the CFO of Kabam.



**SHELLEY DIAMOND**

**Director**

Diamond is the Chief Marketing Officer of UNICEF USA. A marketing expert with a 23+ year career in advertising at Young & Rubicam, Diamond is a founding member of W.O.M.E.N in America and a charter member of the prestigious Fortune / U.S. State Department Global Mentorship Program.



**AMANDA HELMING**

**Director**

Helming's most recent professional food industry role was as Chief Marketing Officer at UNFI, the largest publicly traded grocery distributor in America. Helming's career has spanned senior leadership roles at multiple restaurant groups, including Dunkin' Brands. Her extensive experience across the food and coffee industry strengthens the go-forward strategy for The Planting Hope Company.



# NOW IS A GREAT TIME TO INVEST IN PLANTING HOPE

(TSXV:MYLK | OTCQB:MYLKF)

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- With plant-based milk alternatives on the rise in grocery stores and coffee shops, demand for protein-packed 'bowls' on foodservice menus growing, and an overall rapidly scaling global need for more nutritious, more sustainable food, The Planting Hope Company has the products, competitive advantage, strategy, and management to become a leading global plant-based food and beverage company.
- The Planting Hope Company's experienced management team has a proven track record for innovating and scaling profitable brands in the food and beverage industry, with more than 150 years of experienced in the senior leadership team alone.
- Planting Hope's innovative flagship product, Hope and Sesame® Sesamemilk is poised to disrupt the massive, rapidly scaling \$35B+ plant milk market with sesame milk, the first new major subcategory since oat milk (oat milk, a far inferior product, skyrocketed from \$45M to \$6B in 7 years, a CAGR of 101%!).<sup>1</sup>
- Sesamemilk is on the radar of major media: In their September 2023 'Live Healthier Longer' issue Consumer Reports highlighted sesame milk, 'one of the newest types of plant milks to hit supermarkets', as a core category of plant milk in the article 'Is Milk Good For You?' Described as having a 'toasty flavor', Hope and Sesame® is featured as the category leader in sesame milk, and Unsweetened Original Sesamemilk is pictured in three places in the article.<sup>25</sup>
- RightRice® Veggie Rice's high protein content and minimal prep time required is leading it to become the protein-packed product of choice for consumers and foodservice operators nationwide, including recently IPO'd CAVA restaurants (NYSE: CAVA).
- The foodservice channel is a \$250B high velocity segment with proven ability to build category leaders and for The Planting Hope Company, foodservice channels are already open and ready to scale, including listings in DOT Foods, the largest foodservice redistributor in North America with access to 4,500+ wholesale and 200,000+ end use foodservice customers (a multi-billion dollar opportunity).
- The Planting Hope's omnichannel strategy includes scaling profitably Grocery Retail distribution, achieving 15,000+ Grocery Retail doors and 70,000+ total distribution points across US + Canada.
- Planting Hope Company's management are focused on achieving ongoing EBITDA profitability within 18 months while continuing to scale.

- The Company is building wide and long-lasting economic moats around Planting Hope which include both a focused IP strategy and structuring in competitive advantages that allow it to maintain pricing power and better than average profit margins. Additionally, Planting Hope has the management quality to sustain the moats it is constructing.
- Overall: the entire MYLK product portfolio is proving to be more nutritious, more sustainable, and more delicious than the competition, and they are just at the beginning of the execution and growth journey.



DON'T JUST READ ABOUT  
HOW DELICIOUS PLANTING  
HOPE'S PRODUCTS ARE  
— **TRY THEM FOR YOURSELF!**

**To receive more information about Planting Hope, please sign up [here](#) to receive updates and receive a Planting Hope VIP Care Package for only \$25 (50% off the \$50 total value).**

**Your VIP Care Package includes samples from all four of Planting Hope's brands, ready for you to taste + enjoy! Please allow 7–10 business days for delivery.**

Sesame milk is coming to cafés near you soon, just like oat milk did. Now is your chance to be a part of this before everyone knows that sesame milk is the 'next big thing' in plant milk — and to get in early on the opportunity in one of the biggest global categories of food & beverage! Become an early investor in The Planting Hope Company and be a part of the story of crowning the new successor in the plant milk market.

# 15 OF THE TOP REASONS TO INVEST IN MYLK NOW

## (TSXV:MYLK | OTCQB:MYLKF)

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1. **Market Disruption:** Planting Hope is building the world's leading FoodTech innovation company focused on creating sustainable food and beverages that disrupt and transform the biggest global categories of food & beverage.
2. **Categorical Breakthrough:** Sesame milk is on track to be the next big "it" alternative milk in the \$35B+ plant milk market, heading in the same growth direction as Oatly who scaled from \$45M to \$720M in sales revenue in less than six years.
3. **Accelerating Growth:** The company has performed to its business plan, delivering impressive growth in 2022 with a record \$12.2M in revenue, representing 4.6x its FY 2021 revenues. Planting Hope has established products across the retail landscape in the US and Canada, with products in 15,000+ grocery retail doors and 70,000+ total distribution points, including Walmart Canada, Whole Foods, Publix, Amazon. In 2023, the company has focused on setting the landscape to scale in foodservice and continue to scale in 2024 and beyond.
4. **Short + Long Term Focus:** Planting Hope's management by a twin focus on short- and long-term growth and scaling objectives, including both immediate quarter-over-quarter scaling and a multi-year plan and vision that extends 10+ years into the future.
5. **Expert Team:** Founded by experienced food industry entrepreneurs with long track-records of success, led by co-founder and CEO Julia Stamberger, pioneer of the airline snackbox concept and highly-regarded plant-based foods industry innovation expert and visionary.
6. **RightRice®:** The bowl trend in fast-casual restaurant chains is booming, and RightRice® has already experienced early center-of-bowl success at restaurants like CAVA (NYSE: CAVA), who recently had the most successful IPO since 2021, doubling out of the gate.
7. **Recession-Proof:** In 2022, inflation significantly altered consumer spending patterns — yet plant-based foods broke a record \$8B in US retail sales. Starbucks (NASDAQ: SBUX) experienced 8 of 10 of the top sales days in the company's history during Q4 2022, demonstrating the resilience of the café sector.<sup>26</sup>
8. **Generational Growth:** Gen Z and Millennials, who today represent 40% of the US population,<sup>10</sup> are seeking out more sustainable brands, more plant-based alternatives and turning their backs on dairy milk. "Nobody drinks regular milk on purpose nowadays," said Masani Bailey, 30.<sup>27</sup> Generation Alpha (born beginning in 2010) are being raised on plant milk and will continue the growth of this trend.

9. **Generational Food Trends:** The future is plant-based. 73% percent of the population consider themselves health-conscious consumers and around 79% of the Gen Z population choose to go meatless at least one day a week. More than 75% of Generation Z shoppers prefer to buy sustainable brands, and most are willing to spend 10% more on sustainable products, stating that sustainability is more important to them than brand names.<sup>28</sup> Investing in The Planting Hope Company is investing in our planet.
10. **Global Opportunities:** The plant milk market is anticipated to exceed \$100B globally by 2030, driven by growing worldwide demand for plant-based foods and the fact that 75% of the planet is intolerant to dairy milk and is seeking an alternative.<sup>12</sup> Grown all over the world in hot, dry climates, sesame is known and prized from a culinary aspect and is a natural fit for a plant-based milk alternative.
11. **High Bar to Entry:** Hope and Sesame® is the brand leader in sesame milk — in fact is defining the category. Unlike oat and almond milk, the technology behind sesame milk took more than 5 years and millions of dollars of research and testing, and cannot be easily replicated, providing a moat that will slow down fast followers. Effectively, Hope and Sesame® Sesamemilk represents a unique pairing between a super crop that has been cultivated for more than 4,000 years and cutting edge 21st century technology.
12. **Integration and Cross-Sales:** The Planting Hope Company is structured as a platform that integrates multiple synergistic brands targeted at the same customer. These synergies lower costs, accelerate speed-to-market and profitability, and set the stage to achieve higher multiples.
13. **Focus on the Biggest Categories:** for big impact and big revenue, MYLK develops more nutritious, delicious alternatives in major global food categories that are also more sustainable including alternatives to rice (grain), dairy, and almond milk.
14. **Limited Investment Options:** There are not many companies like Planting Hope that are breaking new ground in sustainable food at an emerging stage, with a significant IP base backing breakthrough products with demonstrated in-market success and the opportunity for scale ahead, and even fewer that are also public, enabling retail investors to participate. Most companies at this stage are private or part of established large CPG companies. Many of these CPG companies with plant milk products are 'fast followers' rather than innovators and are also heavily involved in dairy: as they sell more plant milk, they are concurrently losing share in dairy, with little net gain to investors [i.e. Group Danone (So Delicious, Silk, Alpro), Campbells (Pacific Foods)].
15. **Market Focus:** Although capital markets investors have recently been focused on momentary trends like AI, The Planting Hope Company — and its value — is poised to benefit when they inevitably swing back to vital, perennially important staples such as food. On top of this, Planting Hope is perfectly placed to benefit from the major cultural shift within the food and beverage sector towards health-forward, more nutritious, more sustainable food driven by Millennials, Gen Z, and now Gen Alpha.

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# DISCLAIMERS

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## THIRD PARTY INFORMATION

This report includes market and industry data which was obtained from various publicly available sources and other sources believed by Planting Hope (the "Company") to be true. Although Planting Hope believes it to be reliable, the Company has not independently verified any of the data from third party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. The Company does not make any representation as to the accuracy of such information.

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This report includes statements with respect to the Company, including its business operations and strategy, and financial performance and condition, which may constitute forward-looking information, future oriented financial information, or financial outlooks within the meaning of Canadian securities laws. Forward-looking information may relate to the Company's future outlook and anticipated events, including future results, performance, achievements, prospects or opportunities for the Company or the plant-based foods industry. Such forward-looking information in some cases, can be identified by terminology such as "may", "might", "will", "could", "should", "would", "occur", "expect", "plan", "anticipate", "believe", "intend", "seek", "aim", "estimate", "target", "project", "predict", "forecast", "potential", "continue", "likely", "schedule", or the negative thereof or other similar expressions concerning matters that are not historical facts. Some of the specific forward-looking statements in this presentation include, but are not limited to, statements with respect to the following: information regarding the Company's future financial results, goals, plans, earnings potential, business activities, business opportunities, competitive advantages and ability to create value as well as consumer and industry trends, market size and growth opportunities.

Forward-looking information contained in this report is based on certain assumptions regarding expected performance of the Company, economic conditions, consumer and industry trends and growth opportunities. While management believes these assumptions to be reasonable, based on information available as of the date on which assumptions are made, they may prove to be incorrect. Forward-looking information involves risks and uncertainties including, but not limited to, the impact of laws and the Company's compliance with such laws; changes in laws, regulations and guidelines; business strategy risks; risks to reputation and brand value; a failure to introduce new products or successfully improve existing products; competition; dependence upon key management personnel; conflicts of interest; internal controls; liquidity and additional financing; management of growth; equity price risk; litigation; cyber security and privacy risks; challenging global financial conditions, especially in relation to the ongoing COVID-19 global pandemic; credit and liquidity risk; governmental regulations; operating risks; access to capital; enforceability of contracts; ability to forecast; reliance on suppliers and skilled labour; supply chain disruptions; intellectual property risks; and insurance risks. There may be other factors and risks that cause actions, events or results not to be as anticipated, estimated or intended. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein. In addition, even if the outcome and financial effects of the plans and events described herein are consistent with the forward-looking information contained in this presentation, those results or developments may not be indicative of results or developments in subsequent periods. Many assumptions are based on factors and events that are not within the control of the Company and actual future results may differ materially from current expectations. You should not place undue reliance on forward-looking information. Except as required by applicable securities laws, the Company assumes no obligation to update or revise any forward-looking information in this presentation to reflect new events or circumstances. Future-oriented financial information and financial outlook is presented solely as either a forecast or a projection.